

VITALE SUPERMARKETS, INC.

EXECUTIVE OFFICES

9 Bi-State Plaza

Old Tappan, N.J. 07675

TEL: (201) 664-4941

FAX: (201) 664-2353

**Foodtown®**

August 20, 1996

To: All Store Managers

From: Rich Plishka

Subject: RJR Contracted Displays

Managers,

Earlier this year we signed a contract agreement with R J Reynolds Tobacco Company. Sales Reps placed the necessary displays in all locations ( two Full price displays and one Savings display). All three of these displays need to remain in the agreed upon Self Service location. **If any of these displays are moved or removed when the RJR Representative enters the store we will not receive payment for that period.** With this in mind please keep your displays in compliance and give your RJR Rep your full cooperation.

If you have any questions please give me a call 201-664-4941.

Thank You,

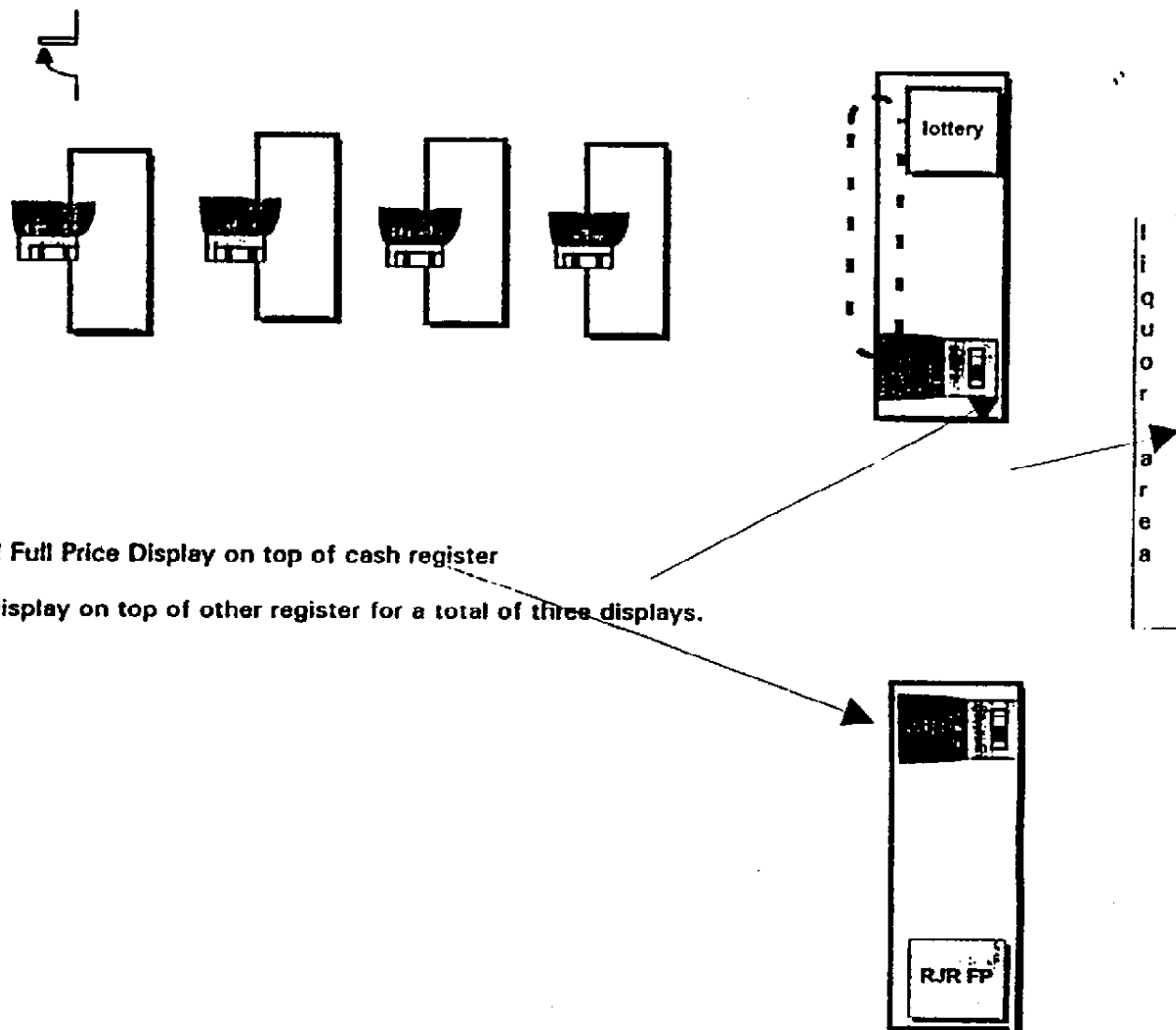


Rich Plishka

51847 2080

*RJR*

Vitale Foodtown SADDLEBROOK



51847 2081

*RJR Reynolds*  
Tobacco Company

614  
Vitale Hoboken Clinton Street

NSS Cartons

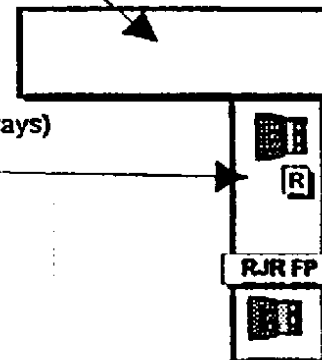
Courtesy



Put Savings Display behind Wise rack on counter (it would have to be tall!)  
~~or put CD on top of Nestea/Goke cooler~~

Wise Rack

Put 2nd FPD next to register with MAC key pad (using 54 pack trays)



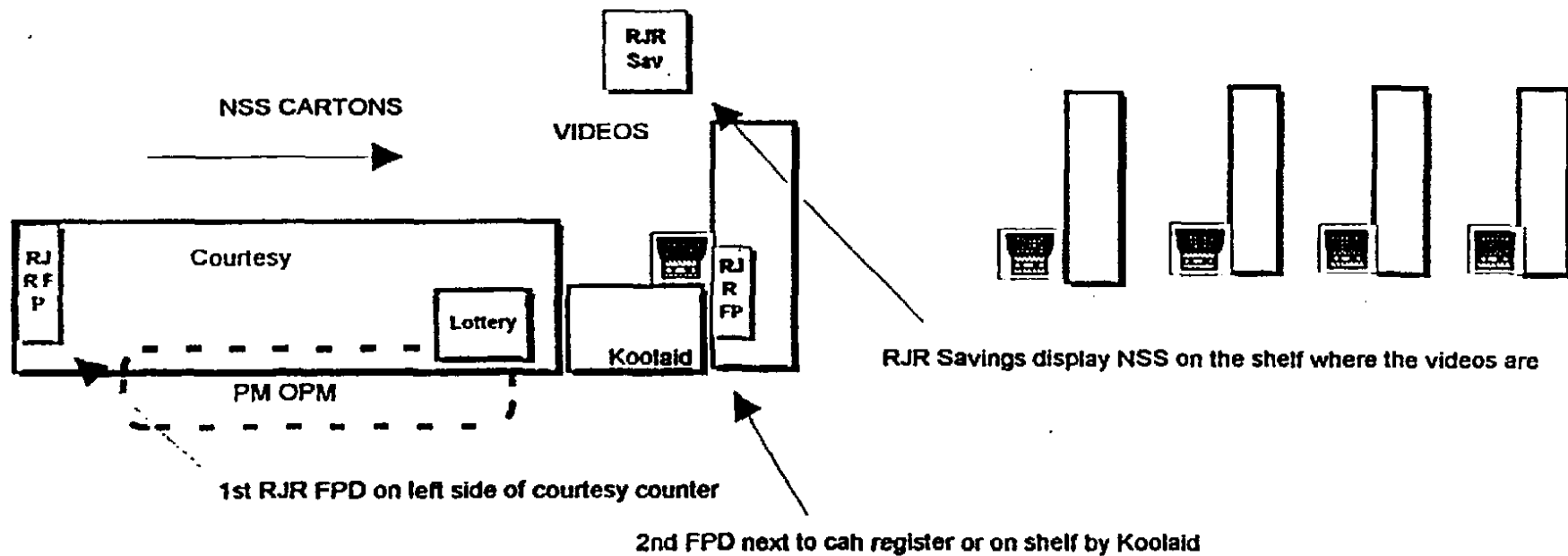
Liquor Area

*(W) 9/1/15*

51847 2082

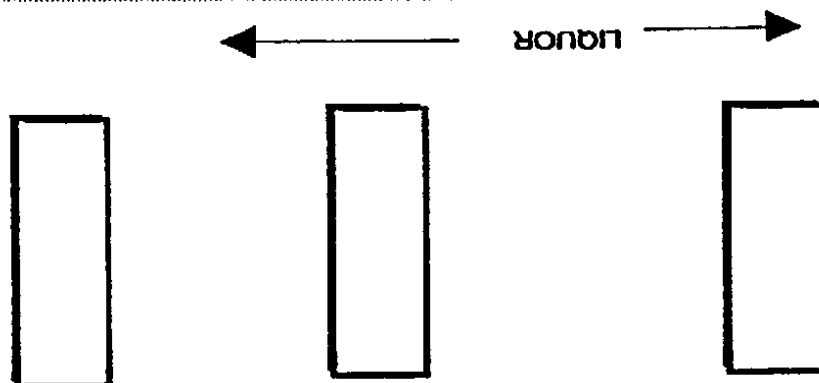
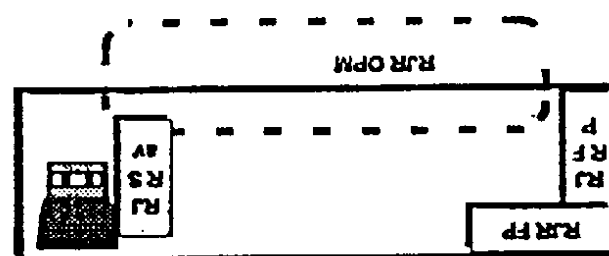
*RJR*  
R.J. REYNOLDS  
TOBACCO COMPANY

209  
Vitale Foodtown Clinton Street



51847 2083

Viale Liquor 710 Summit  
Union City



*(Handwritten signature)*

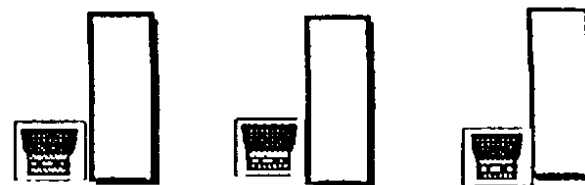
*(Handwritten signature)*

*RJR*

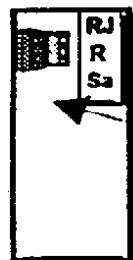
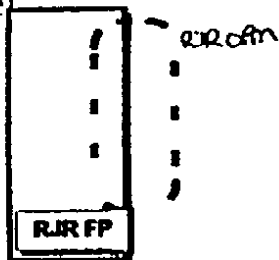
NSS CARTONS

Vitale Foodtown Kearny

Courtesy



Liquor store



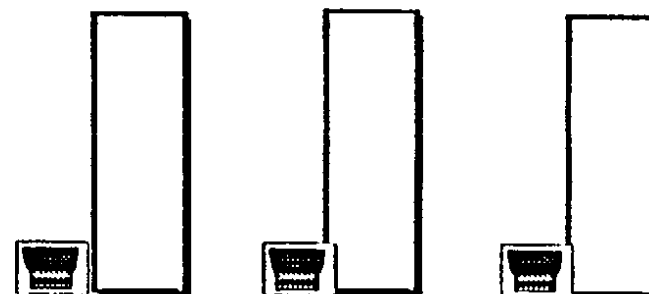
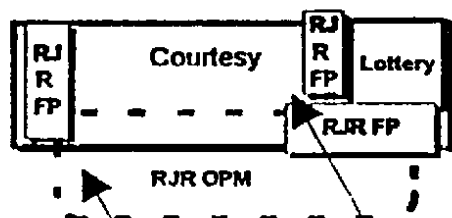
Add 2nd FPD sideways next to register.

*RJR*

51847 2085

*RJR*

714  
Vitale Foodtown Summit Ave  
Union City



Put 1 fpd next to the existing NSS Doral display

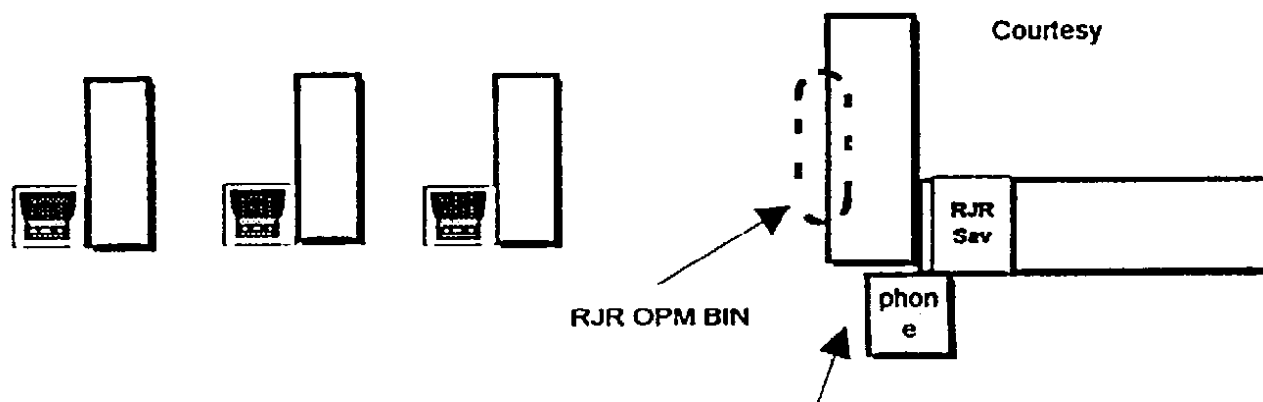
Put 2nd FPD to the left of the lottery machine

*SA (P) 1/1/95*

51847 2086

*RJR Reynolds*

Vitale Foodtown Washington town.



2nd FPD could go under overhead bin or we  
could put a floor stand next to the phone card machine.

3rd choice next to the existing doral display.

*RJR 7/1/95*

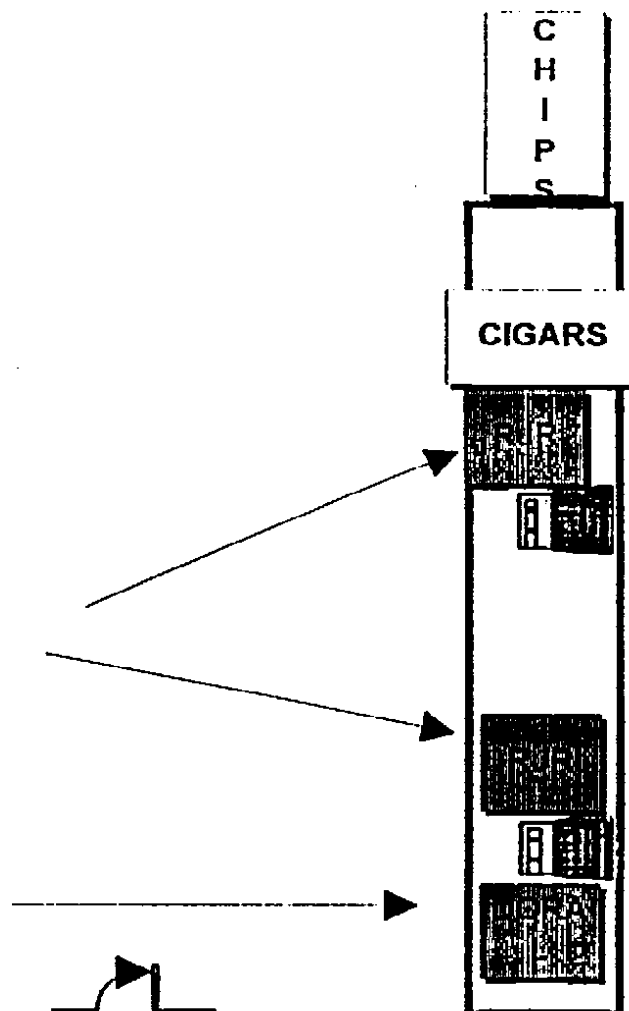
51847 2087



VITALE LIQUOR WASHINGTON

ADD 2 SELF SERVICE FULL PRICE DISPLAYS.

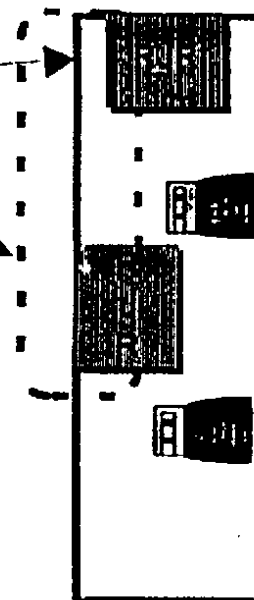
ADD 1 SELF SERVICE SAVINGS DISPLAY



LIQUOR AREA

VITALE FOODTOWN RIVEREDGE (Liquor store)

1 self service full price display at end of counter.  
2nd SS full price display between cash registers.  
Doral display NSS behind counter on shelves by liquor.



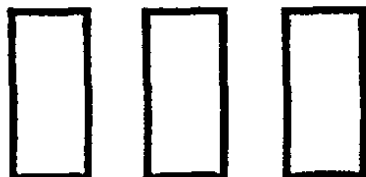
d  
o  
r  
a  
l

L  
I  
Q  
U  
O  
R

ENTRANCE FROM SUPMKT.



VITALE FOODTOWN DUMONT



CHECKOUTS

NSS CARTONS  
NSS PACKS  
NSS CARTONS  
NSS PACKS



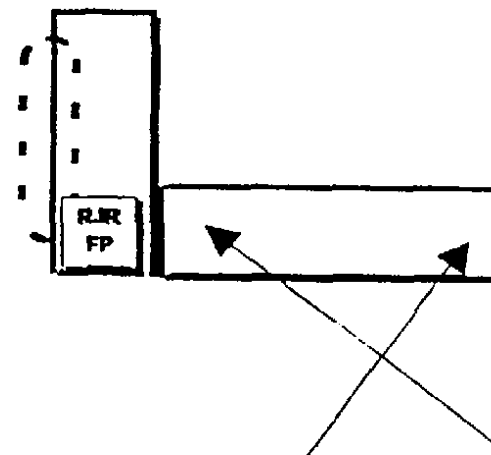
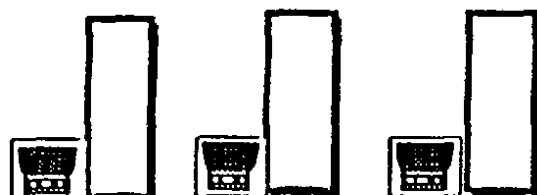
- 1) Add 1 Full price display in front of cash register
- 2) Remove 2nd FPD from NSS and place it in front of lottery machine.
- 3) Leave Doral display Non Self Service on backbar.

51847 2090

*RJ Reynolds*  
Tobacco Company

Vitale Foodtown Midland park

NSS CARTONS



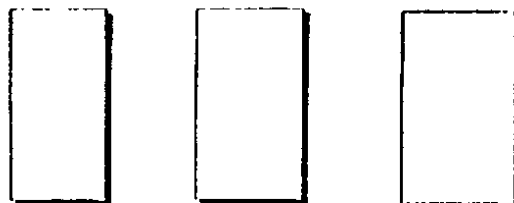
This side with the two tier counter has room for a SS FPD AND SD.

*(Signature)*  
9/1/95

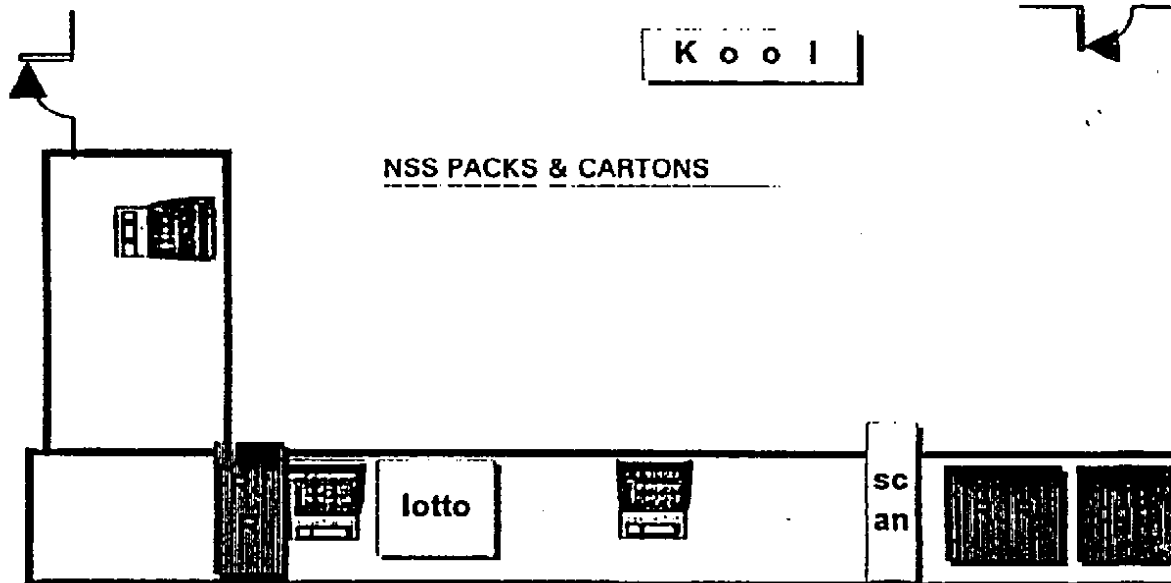
51847 2091

*RJ Reynolds*  
Tobacco Company

VITALE OLD TAPPAN



CHECKOUTS



If Doral display will not fit SS you can put it behind the counter NSS.

51847 2092